



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 12/17/2002

GAIN Report #ES2011

## **El Salvador**

### **Market Development Reports**

### **Outreach to San Miguel**

### **2002**

Approved by:

**Frank Coolidge, Ag. Counselor**

**U.S. Embassy**

Prepared by:

Daniel Orellana, Marketing Specialist

Ana Elizabeth de Iglesias, Marketing Assist.

---

#### **Report Highlights:**

**Familiarity with U.S. food products and an abundant amount of family remittances make San Miguel a very attractive market for U.S. food exporters. Close to 2 million Salvadoreans reside in the U.S. and send to their relatives approximately \$ 2 billion per year. San Miguel is the second city in commercial importance in El Salvador, however most distribution companies there are not aware of how to import directly and end up paying high prices for consumer oriented products.**

---

Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Guatemala [GT1], ES

## Table of Contents

I. Constraint/Opportunity .....	<a href="#">1</a>
II. Results .....	<a href="#">1</a>
III. Company Contacts interested in US products .....	<a href="#">2</a>
IV. Post information .....	<a href="#">3</a>

***Outreach to San Miguel, El Salvador  
November 18-22, 2002***

**I. Constraint/Opportunity**

Salvadorean companies in the interior of the country are not aware of how to import directly.

San Miguel is the second city in importance in El Salvador, located 175 kilometers to the east of San Salvador City and has almost 500,000 inhabitants. It is one of the cities with the highest per capita income in El Salvador, and it is estimated that over 30% of the Salvadorean population that resides in the US is from this region of the country, this in turn creates a large base of disposable income among its residence thanks to family members sending remittances on a monthly basis. It is the only city outside of San Salvador that has a major mall with an upscale department store. Franchises such as Pizza Hut, Burger King and Wendy's are present in San Miguel and have a big demand.

Prior to the war (1980-1992) this area had been very industrial, but many companies abandoned the area during the war, and San Miguel is just getting back to attracting investment. Presently, most of the local economy depends on remittances. The major economic activities are cattle raising, rope making, sugar plantations and processing and basic grain farming. Tourism also contributes strongly to the local economy.

**II. Results**

Besides the presence of the supermarket chains "Selectos" (3 stores) and "La Despensa de Don Juan" (3 stores) that have a wide variety of imported products at the same prices as the stores in San Salvador, there are major distributors in the area, called "Comerciales" that sell everything from vegetable oil to Ramen noodle soups.

After meeting with the local chamber of commerce, and conversing with some of the cities most successful business men, we were able to ascertain demand for various US products. Some of the local distributors already sell these products, and their volumes are high enough that they can benefit from importing directly. This would decrease cost, lowering prices and hopefully increasing volume.

The products that showed the most potential were:

- Vegetable oil in 54 gallon drums
- Ramen noodle soups
- Candies
- Snacks
- Deli meats
- Bake mixes
- Pastry ingredients

### III. Company Contacts interested in US products

Comercial Marvin  
Carlos Ortiz, Owner  
Tel: (503) 661-1529, 706-5770  
E-mail: [ortiz3003@hotmail.com](mailto:ortiz3003@hotmail.com)

Pasteleria Lorena  
Raul Rodriguez. Owner  
Tel: (503) 661-5555  
E-mail: [raulrodriguez@pastelerialorena.com.sv](mailto:raulrodriguez@pastelerialorena.com.sv)  
[grupolorena@pastelerialorena.com.sv](mailto:grupolorena@pastelerialorena.com.sv)

Commercial El Angel  
Claudia de Caprile, Owner  
Tel: (503) 661-0747  
E-mail: [Claudiacaprile@hotmail.com](mailto:Claudiacaprile@hotmail.com)

Supermercado DETODITO  
Digna de Abdala, Owner  
2a. Calle Poniente #205  
San Miguel  
Tel.: (503) 661-1506/ 667-5460  
Fax: (503) 667-5355

Detergentes y Derivados  
Rodolfo Aquino, Owner  
Km. 142 ½ Carretera a El Cuco  
San Miguel  
Telefax: (503) 667-0081

Cámara de Comercio e Industria- Filial San Miguel  
Carlos Alberto Silva, Executive Director  
10a. Calle Poniente y 1a. Avenida Norte #105  
San Miguel  
Telefax: (503) 661-2466

**IV. Post information**

If you have any questions or comments regarding this report or need assistance exporting to El Salvador, please contact the U.S. Agricultural Affairs office at the address listed below.

Office of Agricultural Affairs, U.S. Embassy  
Boulevard Santa Elena Sur  
Antiguo Cuscatlán, La Libertad,  
El Salvador.

Tel: (503) 279-0569 / 278-4444 exts. 1414 or 1412

Fax: (503) 278-3351

E-mail [AgSanSalvador@fas.usda.gov](mailto:AgSanSalvador@fas.usda.gov)

For more information on exporting U.S. agricultural products to El Salvador and other countries please visit the Foreign Agricultural Service home page <http://www.fas.usda.gov>

**V. COST**

ACTIVITY	CODE	AMOUNT
Outreach to San Miguel, El Salvador	034100	\$1253.63